

Seeing the Future  
on Third Avenue

# “Mea Kwan Thai Cuisine”

*Successful businesses have enjoyed locations on Third Avenue for years but recent revitalization and development plans have brought new businesses and renewed enthusiasm.*



A combination of good rental terms, a prime location, and City assistance brought Pe Thoy Yeaton to Third Avenue in early 2006. Thoy had spent six months scouring San Diego county for the best location to establish her first business venture, Mea Kwan Thai Cuisine. Thoy knew she wanted to locate on a primary business street to assure visibility for both lunch and dinner clients—Third Avenue gave her that access. She also needed to be able to secure reasonable rental terms and a quick start-up time which her Third Avenue landlord was able to do.

With no previous experience in setting up a business, Thoy is particularly grateful for the assistance she received from the Community Development Department in securing her business license, connecting her with the Small Business Development Center, and providing advice on marketing. “Everyone was so helpful and friendly,” says Thoy, “They made it easy and I knew I’d made the right decision.” Mea Kwan was eagerly received by the local Chula Vista population and has developed a following of repeat diners. Thoy looks forward to a “vibrant, happy, alive-at-night, Third Avenue” as more specialty retail and entertainment businesses open and extend their evening hours. “People like to eat, shop, and be entertained all in one place. They will do that on Third Avenue.”



## “Mea Kwan Thai Cuisine”

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See the Future from Here.

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